Mawyer, Denise T.

From: Roethig, Hans
Sent: Thursday, October 10, 2002 3:08 PM
To: Adams, Candace R.; Feng, Shixia; Gogova, Maria; King, Valerie A.; Kinser, Robin D.; Liang, Qiwei; Mawyer, Denise T.; Nelson, Bettie L; Oey, Jan; Sarkar, Mohamadi; Unverdorben, Martin
Subject: FW: bandingstudies1.ppt

FYI for discussion on the next staff meeting.

-----Original Message-----
From: Carmines, Edward L.
Sent: Thursday, October 10, 2002 1:41 PM
To: Podraza, Ken F.; Patskan, George J.; Solana, Rick P.; Kobal, Gerd; Roethig, Hans; Adams, Candace R.
Subject: bandingstudies1.ppt

bandingstudies1.pp

The attached paper was presented at TSRC by RJR. It demonstrates that the simple process of obscuring the brand logo changes the consumer's perception of the cigarette and their smoking behavior. There was no effect on COHb even though the behavior was changed.

PM3001110527

Source: https://www.industrydocuments.ucsf.edu/docs/ggjk0001